

PREVENT SKEWED ANALYTICS

FILTER BOTS FROM PRODUCT METRICS, ANALYTICS DATA AND MARKETING REPORTS

“At first, we used Radware Bot Manager to help us definitively analyze our invalid traffic, which we were not able to do with Google Analytics and our in-house analytics tool. We were amazed by how effectively Radware Bot Manager worked in giving us clean analytics. We used Radware Bot Manager to eliminate the fake referral traffic to our affiliated retailers and prevent price scraping. I will gladly recommend Radware Bot Manager to any business that has problems caused by bots.”

— HEAD OF SOFTWARE DEVELOPMENT & ANALYTICS AT
EUROPE'S LEADING PRICE COMPARISON SITE

Website metrics such as visits and conversions are vulnerable to skewing. Bots pollute the metrics data, disrupt funnel analysis, and inhibit KPI tracking. Automated traffic on your website also affects product metrics, campaign data, and traffic analytics. Skewed analytics is a major hindrance to marketers who need reliable data in their decision-making processes.

INTEGRATION OPTIONS

- ▶ JavaScript Tag
- ▶ Web Server Plugins
- ▶ Cloud Connectors
- ▶ Virtual Appliance

Radware Bot Manager offers a tech-agnostic, easy-to-integrate JS tag to exclude known bots, spiders, and sophisticated invalid traffic (SIVT) from your analytics. Our JS tag collects over 250 parameters to identify sophisticated bot patterns. We help you eliminate automated threats such as skewed analytics, ad fraud, and other problems caused by bots. Our solution can be seamlessly integrated with leading analytics platforms such as Adobe Analytics and Google Analytics.

IMPACT OF SKEWED ANALYTICS

Inaccurate Traffic Analytics and Product Metrics

Bots skew user engagement and retention metrics. Invalid activity impacts conversion rates and other revenue metrics such as look-to-book ratio. Automated traffic also causes unexpected changes in your conversion funnel. We apply domain-specific machine learning techniques to identify anomalies in user behavior and block bots from affecting business KPIs.

Skewed Marketing Analytics and Growth Metrics

Malicious bots crawl almost every section of your website and mobile app to perform fraudulent activities. Bad bots inflate attribution reports, and pollute referral and acquisition metrics. We identify automated activities through our device and browser fingerprinting techniques, enabling proper classification of invalid traffic in your analytics dashboard.

WHY RADWARE BOT MANAGER

Radware Bot Manager detects repeated link clicks, page requests and form submissions that result in skewed metrics. Our JS tag integration helps you in getting accurate insights into organic and paid traffic. Radware Bot Manager's JS tag integration does not have any technical dependencies and works in asynchronous as well as synchronous modes. The lightweight JS tag does not increase page load time and can be integrated and managed using Google or any other tag manager. We protect all your digital touchpoints including web applications, APIs, and mobile apps.

SYMPTOMS OF SKEWED ANALYTICS

- ▶ Unexplained temporary shifts in Product and Marketing KPIs
- ▶ Significantly different metrics compared with accepted sector norms
- ▶ Unexpected changes in traffic metrics

BENEFITS

- ▶ Clean Analytics to Get Actionable Insights
- ▶ Eliminate Skewing of Product and Growth Metrics
- ▶ Filter Bots From Traffic Analytics to Optimize Marketing Spends

OWASP THREATS STOPPED BY RADWARE BOT MANAGER

- ▶ **OAT-016 - Skewing**
Repeated link clicks, page requests or form submissions intended to alter some metric.

Success Story

The popular price comparison site was receiving growing amounts of bot traffic, which heavily skewed their analytics data and created difficulties in planning their growth strategies. With Radware Bot Manager, the business was able to get clean analytics data, increase genuine referral traffic to its affiliates, and optimize marketing and infrastructure expenditure.

[Read How A Top European Price Comparison Portal Excluded Non-human Traffic from Marketing Reports](#)

About Radware

Radware® (NASDAQ: RDWR), a leading provider of cyber security and application delivery solutions, **acquired ShieldSquare** in March 2019. ShieldSquare is now Radware Bot Manager.

Radware® (NASDAQ: RDWR) is a global leader of cybersecurity and application delivery solutions for physical, cloud and software-defined data centers. Its award-winning solutions portfolio secures the digital experience by providing infrastructure, application and corporate IT protection and availability services to enterprises globally. Radware's solutions empower more than 12,500 enterprise and carrier customers worldwide to adapt quickly to market challenges, maintain business continuity and achieve maximum productivity while keeping costs down. For more information, please visit www.radware.com.

Radware encourages you to join our community and follow us on: [Facebook](#), [LinkedIn](#), [Radware Blog](#), [Twitter](#), [YouTube](#), Radware Mobile for [iOS](#) and [Android](#), and our security center DDoSWarriors.com that provides a comprehensive analysis of DDoS attack tools, trends and threats.

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